

Message Text

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PAGE 01 ABU DH 01482 181252Z
ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 EUR-12 /030 W
-----190202Z 061037 /21

R 181050Z MAY 77
FM AMEMBASSY ABU DHABI
TO USDOC WASHDC
INFO AMEMBASSY DOHA
AMEMBASSY CAIRO
AMEMBASSY LONDON
SECSTATE WASHDC 6096

UNCLAS ABU DHABI 1482

E.O. 11652: NA
TAGS: BEXP TC
SUBJ: US BUILDING PRODUCTS AND CONSTRUCTION EQUIPMENT TRADE
MISSION, OCT 21 - NOV 2, 1977

REF: (A) ABU DHABI 870, (B) STATE 108689

1. PORPOSED MISSION DATES FOR ABU DHABI ARE UNSATISFACTORY.
WE HAVE JUST LEARNED THAT FAIRS & EXHIBITS LTD. (21 PARK SQ
EAST, LONDON) IS PLANNING MAJOR EXHIBITION CALLED "M.E.
CONSTRUCTION EXHIBIT - '77" (MECE-77) TO BE HELD IN DUBAI CHAMBER OF
COMMERCE EXHIBITION HALL FROM OCTOBER 30 TO NOV 5, 1977.
MANY OF MISSION'S BEST ABU DHABI CONTACTS WILL BE IN
DUBAI FOR THIS EXHIBITION AND WILL BE UNAVAILABLE TO MISSION
DURING MAJORITY OF PROPOSED OCTOBER 28- 31 ABU DHABI STAY.
MECE-77 (INCLUDING CONFERENCES) IS DESCRIBED BRIEFLY ON PG
39 OF 13 MAY 77 ISSUED OF MIDDLE EAST ECONOMIC DIGEST. IT
LOOKS AS THOUGH THIS IS GOING TO BE FIRST-CLASS SHOW, AND
WE KNOW THAT AT LEAST ONE MAJOR U.S. FIRM (OWENS-CORNING
FIBERGLASS) HAS AGREED TO PARTICIPATE. WE ARE ATTEMPTING
TO OBTAIN MORE INFORMATION TO HELP DECIDE WHETHER IT WOULD
BE ADVANTAGEOUS TO BRING USDOC MISSION BEFOE MECE-77 OR
COINCIDENT WITH IT. LARGE SIMULTANEOUS SHOW WILL DILUTE
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OUR EFFORT. ON OTHER HAND, MECE-77 SHOW AND CONFERENCE MAY
WELL DRAW BUILDING AND CONSTRUCTION PEOPLE FROM
ENTIRE GULF AREA - PEOPLE WHO COULD BE VALUABLE
CONTACTS FOR MISSION MEMBERS. IN ANY CASE, WE BELIEVE
MISSION DATES SHOULD NOT BE ADJUSTED TO NOVEMBER OR DEC-
EMBER; WE DON'T WANT TO FOLLOW EXHIBITION IN WHICH WE
BELIEVE MOST OF EXHIGITORS WILL BE BRITISH THUS GIVING U.K.

FIRMS ADANADVANTAGE.

2. RATE OF STARTS OF HIGH-RISE BUILDINGS IS OFF MARKEDLY IN UAE, AND THERE HAVE ALREADY BEEN SOME RECENT FAILURES OF CONTRACTING FIRMS SPECIALIZED IN THIS KIND OF WORK. WE DO NOT BELIEVE FIRMS WHICH SPECIALIZE IN THE DESIGN OR CONSTRUCTION OF HIGH RISES WILL FIND SIGNIFICANT NEAR-TERM OPPORTUNITIES IN UAE NEXT FALL. WE REQUEST THAT USDOC PAY CAREFUL ATTENTION TO OUR COMMENTS IN REF A WHEN RECRUITING FOR THIS MISSION.

3. EMB NOT ABLE TO UNDERTAKE TRANSLATING AND PRINTING OF BROCHURE LOCALLY. COST WOULD BE EXHORBITANT AND RISK OF NOT HAVING FINISHED PRODUCT ON TIME TOO GREAT. BILINGUAL BROCHURE WOULD BE DESIRABLE IF USDOC WCAN GIVE IRON-CLAD GUARANTEE THAT FINISHED PRODUCT WILL BE IN OUR HANDS MINIMUM OF FOUR WEEKS BEFORE TRADE MISSION ARRIVAL. HOWEVER, AS WE RECALL, TRANSLATING WAS REASON BROCHURE WERE LATE ON SOME PREVIOUS MISSIONS, AND FOR US, HAVING BROCHURE ON TIME IS FAR MORE IMPORTANT THAN HAVING IT BILINGUAL. ABU DHABI WILL REQUIRE 200 COPIES OF BROCHURE. DUBAI WILL REQUIRE ANOTHER 200.

4. TWO DAYS IN ABU DHABI AND TWO DAYS IN DUBAI ADEQUATE FOR ADVANCE VISIT. WE PREFER THAT ADVANCE VISIT PRECEDE MISSION BY ONE MONTH.

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5. ACTION REQUESTED: THIS OBVIOUSLY INTERIM RESPONSE UNTIL WE CAN DEVELOP FURTHER INFORMATION ON MECE-77. USDOC MAY WISH TO REQUEST EMBASSY LONDON TO CONTACT FAIRS AND EXHIBITS LTD. DIRECTLY.
DICKMAN

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 18-May-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977ABUDH01482
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770177-0740
Format: TEL
From: ABU DHABI
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770546/aaaabnmp.tel
Line Count: 102
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 74106e91-c288-dd11-92da-001cc4696bcc
Office: ACTION NEA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 77 ABU DHABI 870, 77 STATE 108689
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 25-Jan-2005 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2478474
Secure: OPEN
Status: NATIVE
Subject: US BUILDING PRODUCTS AND CONSTRUCTION EQUIPMENT TRADE MISSION, OCT 21 - NOV 2, 1977
TAGS: BEXP, TC
To: COM
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/74106e91-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009